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Kernan Announces New Tourism Advertising Campaign to Promote Travel in Indiana

INDIANAPOLIS — Lt. Governor Joe Kernan today unveiled the state's new television and radio tourism advertising campaign, *"How Far Do You Really Have To Travel To Bring Back A Smile?"*

The campaign, which is sponsored by the Indiana Department of Commerce's Tourism and Film Development Division, begins today and runs through June 24, 2002. Airing in all Hoosier media markets, as well as Cincinnati and Louisville, the TV ads alone will be shown more than 3,500 times on 30 stations, stimulating increased visitor spending and sales tax revenues.

"Even in these lean times, we still need to push ahead," said Kernan, who oversees the state's tourism efforts. "Tourism is big business in Indiana, and we need to take this opportunity to do what we can to attract more visitors to our state. This campaign will go a long way toward doing just that."

While Indiana's tourism industry has suffered in the last year due to the economic downturn, national research indicates that citizens remain receptive to and comfortable with close-to-home travel experiences. The tourism campaign, which also includes radio sponsorships and Internet advertising, was designed to take advantage of this trend.

Research shows that tourism advertising has a substantial return on investment. According to the 2001 Conversion Research Report conducted by Strategic Marketing and Research, visitors spend \$108 in Indiana communities for every one dollar the state spends on advertising. Of that \$108, the state realizes \$5.40 in sales tax alone. The \$374,000 investment to air this television commercial and the radio spots could generate more than \$40 million in visitor spending and \$2 million in sales tax revenues for the state.

To keep production budgets to a minimum, the spot was put together without the expense of location shoots. Using photographs and vintage home movies submitted from Indiana residents, a montage of images was created that remind residents of the many great Indiana travel experiences they can find close to home.

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Tourism Ads/ add 1

The Indiana Department of Commerce's Tourism and Film Development Division stimulates visitor spending and economic growth by developing and promoting quality travel experiences in Indiana. The most recent economic impact study shows that the Indiana tourism industry supports more than 107,000 full-time jobs, generates more than \$6.1 billion in visitor spending annually and attracts more than 53 million visitors each year.

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